

Message Text

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ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 ICAE-00 /021 W

-----040207 080042Z /21

R 070012Z JUL 78

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 3736

AMCONSUL SYDNEY

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

UNCLAS CANBERRA 5320

SYDNEY ALSO FOR MARKETING CENTER

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IMC FY 79 AND 80 EVENT SCHEDULE

REF: (A) STATE 167875, (B) STATE 166497, (C) PERTH 222

(NOTAL), (D) SYDNEY 1498, (E) SYDNEY 1414 (NOTAL)

1. EMBASSY WOULD LIKE TO REMIND ALL CONCERNED WITH TRADE PROMOTION EVENTS FOR AUSTRALIA THAT IT IS LONG-ESTABLISHED POLICY THAT WE HAVE A COORDINATED NATION-WIDE APPROACH TO TRADE PROMOTION. WHILE PROBLEMS OF MESHING SYDNEY MARKETING CENTER EVENTS WITH WORLDWIDE EVENT SCHEDULES IMPOSE INESCAPABLE CONSTRAINTS, OBJECTIVE IS TO SELECT EVENTS WHICH WILL PROVIDE GREATEST COMMERCIAL RETURN WHILE MESHING IMC PROGRAM WITH CCP CAMPAIGNS TO MAXIMUM FEASIBLE EXTENT. NOT ONLY IS THIS SOUND RESOURCE-MANAGEMENT, BUT IT IS MANDATED BY RECENT INSPECTION REPORT.

2. IN ORDER TO ACCOMPLISH THIS, IT HAS BEEN WELL ESTABLISHED OPERATING PROCEDURE THAT ALL SUBSTANTIVE PROGRAM INITIATIVES WOULD BE UNDERTAKEN ONLY AFTER CONSULTATION WITH INTERESTED POSTS, WITH COORDINATING ROLE PLAYED BY EMBASSY. SUBSTITUTION OF ONE TRADE
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PROMOTION EVENT FOR ANOTHER IS SUBSTANTIVE MATTER REQUIRING THIS TYPE OF CONSULTATION, PARTICULARLY FOR FY 79 INASMUCH AS FY 79 CCP HAS ALREADY BEEN AGREED TO BY ALL PARTIES.

3. EMBASSY IS GRATEFUL THAT WASHINGTON HAS ASSISTED IN THIS PROCESS BY SOLICITING IN REFTEL B PERTH'S COMMENTS ON PROPOSED DELETION OF FISHEXPO. WHILE EMBASSY BELIEVES THAT RATIONALE FOR

DROPPING FISHEXPO IS OVERRIDING, BEFORE FINAL DECISION IS TAKEN
EMBASSY ALSO WISHES TO CONSULT WITH CAMPAIGN MANAGER FOR FOOD
PROCESSING AND PACKAGING EQUIPMENT, ON JULY 10 VISIT OF COMMATT
TO MELBOURNE.

4. BEFORE FINAL DECISIONS ARE TAKEN ON FY 79 AND 80 SCHEDULES,
EMBASSY WOULD ALSO LIKE TO KNOW RATIONALE IN FY 80 PROGRAM FOR
ADOPTION OF EDUCATIONAL TRAINING AIDS EXHIBITION, ABOUT WHICH
EMBASSY HAS RESERVATIONS IN VIEW OF PROJECTED AUSTRALIAN GOVERN-
MENT BUDGETARY RESTRICTIONS ON EDUCATIONAL SPENDING. BOTH DO-IT-
YOURSELF EQUIPMENT AND HEALTH CARE/BIOMEDICAL EQUIPMENT WOULD
SEEM LIKELY TO BE MORE VIABLE THEMES, AND IT IS NOT CLEAR FROM
REFTELS AS TO WHY THESE ARE BEING DROPPED. MEDICAL EQUIPMENT IS,
OF COURSE, PROPOSED AS AN FY 80 CCP CAMPAIGN, SO THAT DROPPING OF
IMC SHOW HAS CCP CAMPAIGN IMPLICATIONS.

5. IN ADDITION, SAFETY AND SECURITY EQUIPMENT IS AN FY 79 CCP
CAMPAIGN. WHILE REINCLUSION OF AUTOMOTIVE REPAIR AND TEST
EQUIPMENT SHOW IN FY 79 IMC PROGRAM RAISES POSSIBILITY OF SUBSTIT-
UTING AUTOMOTIVE THEME FOR SECURITY AND SAFETY THEME IN FY 79
CCP, EMBASSY WOULD LIKE TO KNOW PARAMETERS FOR ACCEPTABLE TIMING
OF SAFETY AND SECURITY EQUIPMENT SHOW BEFORE CONCURRING IN DECIS-
ION TO DROP IT ENTIRELY FROM ALL TIME SLOTS IN FY 79 AND FY 80.

6. POSTS WHICH HAVE VIEWS ON ANY OF THESE MATTERS ARE INVITED TO
TELEX EMBASSY SO THAT THEIR IDEAS MAY BE INCORPORATED INTO FINAL
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EMBASSY MESSAGE ON FY 79 AND 80 IMC EVENTS CHEDULE.
ALSTON

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Message Attributes

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